

## Message Text

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ACTION NEA-10

INFO OCT-01 EUR-12 IO-13 ISO-00 SSM-03 NEAE-00 SSC-01  
CIAE-00 DODE-00 PM-05 H-01 INR-10 L-03 NSAE-00  
NSC-05 PA-01 SP-02 SS-15 ICA-11 TRSE-00 OMB-01  
/094 W

-----125464 131701Z /72

P R 131516Z APR 78  
FM AMEMBASSY TEL AVIV  
TO SECSTATE WASHDC PRIORITY 2553  
INFO AMEMBASSY AMMAN  
AMEMBASSY BEIRUT  
AMEMBASSY CAIRO  
AMEMBASSY DAMASCUS  
AMEMBASSY JIDDA  
AMEMBASSY LONDON  
USMISSION USUN NY  
USMISSION SINAI  
AMCONSUL JERUSALEM

C O N F I D E N T I A L TEL AVIV 4940

E.O. 11652: GDS  
TAGS: PROP, PGOV, PINT, PINR, IS  
SUBJECT: MK ZALMAN SHOVAL TO HEAD ADVISORY COMMITTEE ON INFORMATION

1. IN AN EFFORT TO PROVIDE NEW IMPETUS AND DIRECTION  
TO THE FOREIGN MINISTRY'S INFORMATION ACTIVITIES, FOREIGN  
MINISTER DAYAN RECENTLY ASKED LIKUD MK ZALMAN SHOVAL  
TO HEAD AN ADVISORY COMMITTEE ON OVERSEAS INFORMATION.  
SHOVAL ASSUMED THE POST THIS WEEK AND YESTERDAY ATTORNEY  
GENERAL BARAK RULED THERE IS NO CONFLICT BETWEEN HIS ROLE  
AS AN MK AND THE QUASI-EXECUTIVE POSITION HE IS TO FILL.

2. THE SIZE AND COMPOSITION OF THE NEW COMMITTEE HAS  
NOT YET BEEN DECIDED. NOR HAS ITS PRECISE TERMS OF REF-  
ERENCE AND RELATIONSHIP TO THE MINISTRY'S INFORMATION  
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SECTION. SHOVAL'S APPOINTMENT MAY, IN FACT, ONLY BE  
A SOP TO MOUNTING CRITICISM IN AND OUT OF GOVERNMENT  
THAT ISRAEL IS LOSING THE PROGAGANDA WAR TO THE ARABS  
BY DEFAULT. OR IT MAY BE A HIGH-VISIBILITY ATTEMPT AT DE-  
MONSTRATING THAT THE GOVERNMENT RECOGNIZES THE PROBLEM  
AND IS DOING SOMETHING ABOUT IT.

3. THERE IS A UNIQUELY PARTISAN ASPECT TO THE CRITICISM. COALITION STALWARTS ARE WONT TO RATIONALIZE ISRAEL'S DECLINING SUPPORT IN THE US AND FOREIGN PERCEPTIONS OF THE GOI AS AN INTRANSIGENT AND INFLEXIBLE NEGOTIATOR AS FUNDAMENTALLY A FAILURE IN ISRAEL'S INFORMATION EFFORTS. THE PROBLEM IS NOT ISRAEL'S POLICIES BUT THE WAY THEY ARE PACKAGED.

4. DAYAN AND HIS MINISTRY HAVE BORNE THE BRUNT OF THESE ATTACKS. MASSAGING PUBLIC OPINION HAS NEVER BEEN DAYAN'S STRONG SUIT AND EVEN HIS USUAL SUPPORTERS ADMIT THAT NOT ENOUGH HAS BEEN DONE IN THIS AREA. MOREOVER, DAYAN IS ESPECIALLY VULNERABLE TO CRITICISM OF ISRAEL'S POOR INFORMATION EFFORT. HE WAS THE ONE WHO TALKED BEGIN OUT OF ESTABLISHING AN INFORMATION MINISTRY (SHMUEL KATZ WAS SUPPOSED TO HEAD IT) AND INSISTED THAT THE FUNCTION REMAIN IN THE MFA. KATZ'S PROPOSALS FOR A VIGOROUS OVERSEAS INFORMATION CAMPAIGN, SUBMITTED BEFORE HIS RESIGNATION LAST FALL AS THE PRIME MINISTER'S ADVISER ON INFORMATION, WERE GIVEN CAVALIER TREATMENT BY THE MFA. THE NEW COMMITTEE, THEREFORE, MAY BE INSUFFICIENT TO STILL THE GROWING DEMANDS FOR A NEW AND FRESH APPROACH TO OVERSEAS INFORMATION, INCLUDING AN IN-DEPTH STUDY OF THE BEST ORGANIZATIONAL FRAMEWORK FOR INFORMATION ACTIVITIES.

5. BIO: SHOVAL, 48, IS HANDSOME, ARTICULATE AND ONE OF THE LIKUD'S BRIGHTER STARS. HIS IDENTIFICATION WITH THE  
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LIKUD'S JUNIOR COMPONENT, LA'AM, PROBABLY IMPEDES HIS MORE RAPID POLITICAL ADVANCEMENT. HIS MAIN INTEREST IS FOREIGN AFFAIRS AND HE HAS TRAVELED EXTENSIVELY. HOWEVER, HIS PRIMARY QUALIFICATION FOR HIS RECENT APPOINTMENT IS HIS LOYALTY TO DAYAN. IN COMMON WITH DAYAN, SHOVAL WAS A FOLLOWER OF BEN GURION. HIS POLITICAL CAREER BEGAN IN THE STATE LIST PARTY, AN OFF-SHOOT OF RAFI THAT LATER BECAME PART OF LA'AM. IN RECENT MONTHS SHOVAL HELPED ORGANIZE "BAMA", A DISCUSSION FORUM FOR DAYAN'S FOLLOWERS, AND SHARES MANY OF DAYAN'S VIEWS, INCLUDING HIS PRAGMATISM. HE IS ONE OF THE MORE MODERATE FIGURES IN LA'AM.  
LEWIS

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## Message Attributes

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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** COMMITTEES, INFORMATION CONTROL, PERSONNEL ASSIGNMENTS  
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**Copy:** SINGLE  
**Draft Date:** 13 apr 1978  
**Decaption Date:** 20 Mar 2014  
**Decaption Note:** 25 YEAR REVIEW  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 20 Mar 2014  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Subject:** MK ZALMAN SHOVAL TO HEAD ADVISORY COMMITTEE ON INFORMATION  
**TAGS:** PROP, PGOV, PINT, PINR, IS, (SHOVAL, ZALMAN)  
**To:** STATE  
**Type:** TE  
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**Review Markings:**  
Sheryl P. Walter  
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